

To obtain access to the Danville Business Toolkit creative library, businesses are asked to agree to the below terms and conditions.

- The "Live Locally" branding graphics, including variations of the Oak Tree Mark and the Oak Leaf Mark (logo suite), with or without the words "Danville" and "Live Locally" are to be strictly used in conjunction with the promotion of your Danville-based business, non-profit, or special event logo, and shall not be the standalone graphic for marketing purposes.
- The graphics are available on loan only to registered businesses (active business license required), non-profit organizations, special events, approved co-sponsorship agreements, or government entities with a physical presence in the Town of Danville. Use of the graphics does not imply endorsement of the event from the Town of Danville or its partners.
- The branding graphics cannot be used as the primary graphic for branding material; it must be used in conjunction with another Danville business, non-profit, or special event brand.
- The branding graphics cannot be used as the primary graphic for the profile picture or cover graphics on a business website or in social media, including but not limited to Facebook, Twitter, LinkedIn, YouTube, and Instagram.
- Use of the branding graphics must comply with the Brand Style Guide; the logos and graphics cannot be distorted or manipulated in any way.
- Use of the branding graphics for licensed promotional items (mugs, jackets, apparel, etc.) must be pre-approved by Town of Danville's Economic Development Manager.

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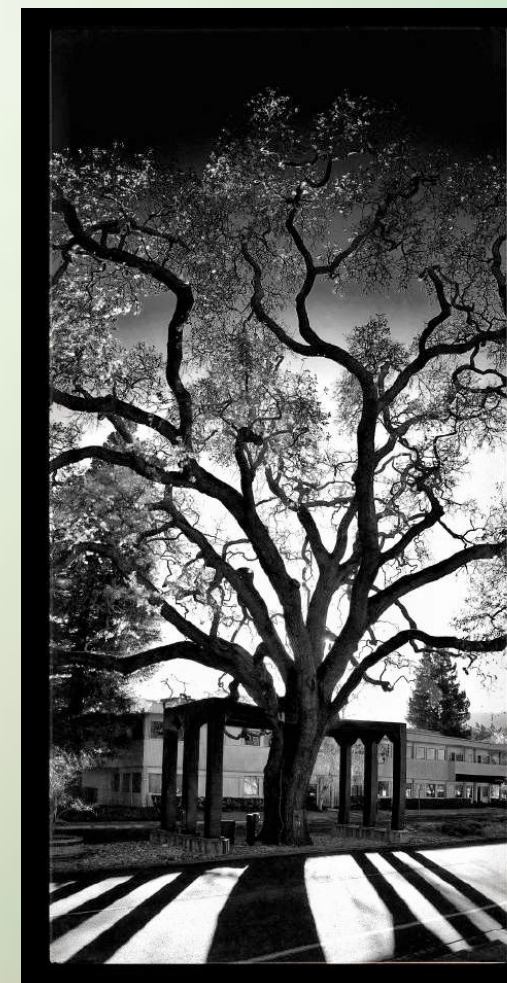
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www.danville.ca.gov/EconomicDevelopment



Danville *LiveLocally* Brand Tool Kit for Businesses

Adopted May 2017

The Danville unified marketing brand is inspired by the community, its heritage, and its environment.

The visuals are based around highlighting the elements that are distinctly Danville: the lush green landscape and historic environment, the iconic Danville oak tree, and the friendliness of the community.

As such, leading with the analogy, the rising tide lifts all boats, it was important for the Town Council to share the Brand Tool-kit developed for Danville's "*Live Locally*" unified brand with the Business community, at no cost. Inviting them to be brand champions in an effort to collectively promote all the wonderful attributes that makes Danville such a great place to live, work and play.

#livelocallydanville

www.danville.ca.gov/EconomicDevelopment



BRAND STANDARDS

Having a consistent look, feel, and attitude across all materials builds trust and reassurance with your audience. This doesn't mean everything has to look the same, or look overly repetitive. Instead, these guidelines will help all elements look from the same place, even when the materials are from different mediums, years, or events.

BUSINESS USE

Businesses may utilize many of the marketing materials to help elevate cooperative branding. All marketing material or promotional items would need to be implemented in a manner consistent with the goals of the 2017 Town of Danville Brand guidelines. This includes the use of the “#LiveLocallyDanville” hashtag, commercial facing logo suite, promotion and/or advertising materials. Branding may not be used as a businesses primary branding and shall not be perceived to be the Town’s “Official” site (social media). To the right are several sample executions of co-branded marketing.

Logo Suite



Cyanotype Backgrounds



TOOLKIT CONTENT

- Brand Guidelines
- Marketing Plan
- Logo Suite
- Typography
- Color Palette
- Key Art: Cynaotypes
- Sample Executions
- Gradient Mesh
- Event Poster Template
- More of all added daily



Event Poster Template
(cyanotype example)

Social Media Post, Ad or Postcard (photography example)



Shopping
Bag Sticker

Menu Guide



Sample Promotional Items



May be co-branded with business logo or stand alone with Danville logo

#LiveLocallyDanville